

BMA Colorado and Communications Technology Professionals (CTP) present

Colorado's Premier Business Event

**From Surviving to Thriving:
Mastering Technology in Your Marketing World**

16 August 2012, Mile High Station, Denver, Colorado

At this special one-day regional event, expert speakers will tackle questions about what marketers need to know to survive and how they can actually thrive in these technological times. You'll hear from the people who strategize, execute and deliver on technology-enabled marketing initiatives. Corporate thought leaders, innovative agencies and the technology companies that power all of it will share insights and trends on the path from moving technology from a roadblock to the backbone of organizations.

Who should attend?

Marketing executives, CIOs, mid-career marketers, IT professionals, young professionals, ad agencies and marketing service providers.

Agenda

- Two Keynote Sessions presented by nationally known marketing thought leaders
- Four Expert Panel Discussions from leading companies such as Sybase, CSC, TeleTech, Teradata and the Content Marketing Institute on the following topics:
 - Customer Experience
 - Content Marketing
 - Marketing Automation
 - Demand Generation
- Continental breakfast & lunch included
- Networking cocktail hour

Sponsored by BMA Colorado and Colorado Technology Professionals - Two of Denver's largest, most successful professional associations are teaming to bring the Denver community an event that is guaranteed to educate, enlighten and inspire you!

This one-of-a-kind event will be held at the vibrant and distinctive historic Mile High Station, located at 2027 W. Lower Colfax Ave, Denver, CO 80204

Sponsorship Opportunities

BMA Colorado and CTP are pleased to present you with a rich array of sponsorship possibilities to most effectively engage you and your brand with a highly qualified audience of marketing professionals -- your customers and prospects. We anticipate 400 marketing professionals in attendance. Individuals \$185; Corporate \$555/four people.

Title Sponsor: \$15K (1 available)

- Eight Event Admissions
- Logo on Event Signage
- Logo in Event Program
- Logo on Event Scrolling Screen
- Logo on Event microsite
- Logo on BMA website
- Inclusion of logo in Event Press Release
- Inclusion of logo in pre-event emails
- 5 minute presentation at Event Lunch

Elite Sponsor: \$10K (2 available)

- Four Event Admissions
- Logo on Event Signage
- Logo in Event Program
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- Logo on Event microsite
- Inclusion of logo in pre-event emails
- Inclusion of logo in Event Press Release
- Speaker introduction at Event

Premier Sponsor: \$5K (3 available)

- Two Event Admissions
- Logo on Event Signage
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- Logo on Event Scrolling Screen
- Logo on Event microsite
- Inclusion of logo in Event Press Release

Signature Sponsor: \$2.5K

- One Event Admission
- Logo in Event Program
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- Logo on Event microsite

Customized Sponsorships available